

HOSPITALITY, TRAVEL, AND TOURISM

5982

(HTT)

CIP Code: 52.0904 Hotel/Motel Administration/Management or 52.1905 Tourism and Travel Services Marketing Operations

Hospitality, Travel, and Tourism is a specialized marketing course designed for students interested in careers in the hospitality, travel, and tourism industry. Community/classroom experiences are applied to classroom instruction in marketing-information management, pricing, product/service management, promotion, and selling in the hospitality, travel, and tourism industry. Instructional strategies may include computer/technology applications, real and/or simulated occupational experiences and projects in the marketing functions such as those available through the DECA program of co-curricular activities.

- Recommended Grade Level: 11-12
- Recommended Prerequisite: Marketing Foundations
- Credits: A two- to four-credit course over two to four semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Course content standards and performance expectations and Indiana Academic Standards integrated at:
<http://www.doe.in.gov/octe/bme/curriculum/contentstandardsme.htm>
- Teacher Requirements: A vocationally licensed (CTE) marketing teacher must teach this course: <http://doe.in.gov/dps/licensing/assignmentcode>
- Funding: State Additional Pupil Count (APC) vocational funding available and must be taught by a vocationally licensed marketing teacher, <http://www.doe.in.gov/octe/>
- Career Clusters: A component for several pathways in the Marketing, Sales & Service and the Hospitality & Tourism career clusters.
- Career pathway information: <http://www.doe.in.gov/careerpathways/>

Course Content Standards and Performance Expectations

HTT 1 Charting Your Course

HTT 1.1 Content Standard: Students become familiar with segments of the travel industry and careers associated with each segment.

Performance Expectations

- HTT 1.1.1** Discuss and evaluate why people travel and how travel products are purchased
- HTT 1.1.2** Analyze segments of travel and tourism and corresponding career options
- HTT 1.1.3** Realize personal skills and abilities that will lead to a successful career in the travel industry
- HTT 1.1.4** Develop an in-depth understanding of several career areas
- HTT 1.1.5** Create a resume and cover letter and plan for a job interview
- HTT 1.1.6** Recognize opportunities for professional certification and continuing education in the travel industry

HTT 2 The Internet and the Travel Industry

HTT 2.1 Content Standard: Students recognize the importance of automation to the growth of the travel industry and how the development of the Internet has affected the industry.

Performance Expectations

HTT 2.1.1 Evaluate the impact of the Internet on the travel industry

HTT 2.1.2 Identify methods used to make airline reservations

HTT 2.1.3 List the major airline Computer Reservation Systems and explain their role in a travel agency

HTT 2.1.4 Recognize benefits of the Internet for a travel agent

HTT 3 Air Travel Basics

HTT 3.1 Content Standard: Students understand the U.S. airline industry and how its products are sold.

Performance Expectations

HTT 3.1.1 Explain the appointment process, automation choices and basic operations of a travel agency

HTT 3.1.2 Describe the relationship between a travel agency and an airline and how a travel agency earns money

HTT 3.1.3 Explain airline policies and operations, including relationship to government agencies

HTT 3.1.4 Identify selected airline codes, aircraft configuration and its relationship to passenger comfort

HTT 3.1.5 Summarize various areas of airports, available services, arrival and departure procedures

HTT 4 Planning United States Flight Itineraries

HTT 4.1 Content Standard: Students understand a client's wants and needs and how to plan air travel itineraries.

Performance Expectations

HTT 4.1.1 Determine your client's wants and needs

HTT 4.1.2 Identify various flight patterns and types of trips

HTT 4.1.3 Use the *OAG Flight Guide* and airline CRS to obtain flight schedules

HTT 4.1.4 Illustrate time comparisons and elapsed flying time

HTT 4.1.5 Demonstrate procedures involved in making a flight reservation

HTT 4.1.6 Identify unethical booking practices

HTT 5 U.S. Airfares and Other Charges

HTT 5.1 Content Standard: Students develop basic understanding of airfares

Performance Expectations

HTT 5.1.1 Illustrate normal and excursion fares, inventory control, fare basis codes and booking classes

- HTT 5.1.2 Interpret a CRS rule and fare display and accurately calculate fares, taxes, PFCs, segment fees and fuel surcharges
- HTT 5.1.3 Interpret tax features of Alaska, Hawaii, Canada, and the Buffer zone

HTT 6 Basic Air Ticketing and Prepaid Tickets

- HTT 6.1 **Content Standard:** Students differentiate among types of airlines tickets and ticketing processes

Performance Expectations

- HTT 6.1.1 Compare and contrast types of airline “ticketing” and ticket stock
- HTT 6.1.2 Explain Airlines Reporting Corporation (ARC) rules for completing a manual ticket
- HTT 6.1.3 Describe a conjunction ticket and a prepaid ticket

HTT 7 Refunds, Exchanges, Agency Fees, and Reporting

- HTT 7.1 **Content Standard:** Students select and complete appropriate Airline Reporting Corporation (ARC) documents

Performance Expectations

- HTT 7.1.1 Explain why an airline ticket is refunded or exchanged and the procedures associated with each
- HTT 7.1.2 Discuss travel agency service fees: why they are collected, the various ways in which they are processed, and completion of the ARC fee document
- HTT 7.1.3 Demonstrate general procedures for ARC reporting and be able to explain the cash flow of the reporting cycle

HTT 8 Accommodations and Rental Cars

- HTT 8.1 **Content Standard:** Students understand reference sources, rating systems, language, codes and procedures associated with the sale of accommodations and rental cars

Performance Expectations

- HTT 8.1.1 Explain types of hotel accommodations, property organization, rating systems and rates
- HTT 8.1.2 Utilize hotel reference books and web sites.
- HTT 8.1.3 Recommend the appropriate accommodation for a client
- HTT 8.1.4 Explain rental car class and size groupings, rate plans and extra charges
- HTT 8.1.5 Compare rental car procedures in the U.S. to international rentals
- HTT 8.1.6 Discuss procedures for what happens at the rental car counter

HTT 9 Selling Rail Travel

- HTT 9.1 **Content Standard:** Students understand rail travel worldwide

Performance Expectations

- HTT 9.1.1 Discuss advantages and disadvantages of traveling by rail
- HTT 9.1.2 Describe Amtrak’s route system and equipment
- HTT 9.1.3 Demonstrate use of the Amtrak timetable and recognize types of Amtrak fares
- HTT 9.1.4 Recommend appropriate Amtrak vacations for a client

HTT 9.1.5 Review other major railroads around the world

HTT 10 Consolidators, Charters, Group Sales, and Insurance

HTT 10.1 Content Standard: Students understand the advantages and disadvantages of selling consolidators, charters, and travel insurance.

Performance Expectations

HTT 10.1.1 Recognize the benefits and possible disadvantages of using consolidators, both to the client as well as the travel agency

HTT 10.1.2 Explain basic consolidator procedures

HTT 10.1.3 Recognize the benefits and possible disadvantages of using charters, both to the client and to the travel agency

HTT 10.1.4 Explain basic charter procedures

HTT 10.1.5 Demonstrate the steps that lead to a group sale

HTT 10.1.6 Compare and contrast the types of insurance offered by travel agencies and the importance of each type

HTT 11 Tours of the World

HTT 11.1 Content Standard: Students match a tour product to the client and understand tours, their benefits, and the process of making a reservation.

Performance Expectations

HTT 11.1.1 Select appropriate tour product for a client

HTT 11.1.2 Explain types of tours and unique features of each; discuss advantages to client and travel agent

HTT 11.1.3 Define terms associated with tours

HTT 11.1.4 Compare and select tour operators

HTT 11.1.5 Interpret the tour brochure and plan a reservation

HTT 12 The Basics of Cruising

HTT 12.1 Content Standard: Compare and contrast cruise lines, ships and cruising areas of the world

Performance Expectations

HTT 12.1.1 Identify more popular cruise lines and their ships

HTT 12.1.2 Explore popular world cruise areas, ports of call, points of embarkation, and cruise lengths

HTT 12.1.3 Define terms associated with cruising

HTT 12.1.4 Explain features and facilities aboard cruise ships

HTT 13 Cruise Pricing and Selling

HTT 13.1 Content Standard: Students employ cruise brochures and other reference sources to select appropriate cruise for a client

Performance Expectations

HTT 13.1.1 Use a cruise brochure as a sales tool

HTT 13.1.2 Use deck plan to locate cabins that provide the most comfort and safety

- HTT 13.1.3 Compare and contrast cruise costs to select the appropriate cruise for a client
- HTT 13.1.4 Identify the items that may be included in a cruise document packet
- HTT 13.1.5 Explain embarkation and debarkation procedures for a cruise
- HTT 13.1.6 Identify other types of sea travel and locate appropriate reference sources for each type

HTT 14 Practical Advice for International Travelers

HTT 14.1 Content Standard: Students categorize legal requirements, health and financial concerns for international travel

Performance Expectations

- HTT 14.1.1 Describe proof of citizenship, passports and requirements for entering a foreign country and reentering the U.S
- HTT 14.1.2 Review health concerns and monetary transactions

HTT 15 International Air Travel Basics

HTT 15.1 Content Standard: Students compare and contrast domestic and international travel.

Performance Expectations

- HTT 15.1.1 Identify International Air Transport Association (IATA) Traffic Conference Areas
- HTT 15.1.2 Explain the twenty-four hour clock and time conversions and the International Date Line and its effect on travel
- HTT 15.1.3 Illustrate time comparisons and elapsed flying time
- HTT 15.1.4 Identify major international city/airport and airline codes

HTT 16 International Airfares and Taxes

HTT 16.1 Content Standard: Students understand international airfare construction

Performance Expectations

- HTT 16.1.1 Define and identify IATA trip classifications and their associations with the split ticketing technique
- HTT 16.1.2 Apply the terms associated with international airfares
- HTT 16.1.3 Discuss booking classes and fare basis codes
- HTT 16.1.4 Explain international tax structures and supplemental fees

HTT 17 International Schedules and Ticketing

HTT 17.1 Content Standard: Students understand printed references and CRS information to plan and ticket an international

Performance Expectations

- HTT 17.1.1 Review Official Airline Guide (OAG) *Flight Guide Worldwide Edition*
- HTT 17.1.2 Select flight schedules from the OAG based on specific client requirements and preferences
- HTT 17.1.3 Use the OAG *Travel Planner* to answer a variety of typical client questions
- HTT 17.1.4 Compare and contrast domestic and international ticketing

HTT 18 Basic Selling Skills

HTT 18.1 Content Standard: Students develop an understanding of the importance of selling skills to the success of a travel professional

Performance Expectations

- HTT 18.1.1** Explain the importance of selling skills to the travel professional
- HTT 18.1.2** Demonstrate the sales process
- HTT 18.1.3** Illustrate objections and ways to handle them successfully
- HTT 18.1.4** Demonstrate the appropriate time to ask for the business
- HTT 18.1.5** Support the customer's decision to buy
- HTT 18.1.6** Compare and contrast ways in which telephone selling differs from in-person selling
- HTT 18.1.7** Review effective techniques for telephone sales

HTT 19 Customer Service for the Travel Professional

HTT 19.1 Content Standard: Students understand the importance of customer service to a travel professional

Performance Expectations

- HTT 19.1.1** Define excellent customer service and what customers expect from a travel professional
- HTT 19.1.2** Describe how each person's attitude can contribute to his/her effectiveness as a customer service professional
- HTT 19.1.3** Demonstrate skills for handling complaining and/or irate customers
- HTT 19.1.4** Illustrate how appearance and other external factors affect a customer's perception of your abilities
- HTT 19.1.5** Demonstrate the importance of telephone etiquette

HTT 20 Geography for the Travel Professional

HTT 20.1 Content Standard: Students develop an understanding of basic physical geography and major tourist areas of the world.

Performance Expectations

- HTT 20.1.1** Identify oceans, navigational and location lines and divisions of the earth
- HTT 20.1.2** Review geography of New England
- HTT 20.1.3** Review geography of Middle Atlantic States
- HTT 20.1.4** Review geography of southern United States
- HTT 20.1.5** Review geography of Mid West and Plains states
- HTT 20.1.6** Review geography of Pacific and Mountain States
- HTT 20.1.7** Review geography of Canada and the Territories
- HTT 20.1.8** Review geography of Mexico, the Caribbean, Bermuda, and Central America
- HTT 20.1.9** Review geography of South America
- HTT 20.1.10** Review geography of Europe

Sabre Content Standards and Performance Expectations

HTTS 1 Sabre

HTTS 1.1 Content Standard: Students understand Airline Computer Reservation Systems, hardware and software,

Performance Expectations

HTTS 1.1.1 Review the evolution of the airline CRS

HTTS 1.1.2 Use special keys and understand their functions

HTTS 1.1.3 Use basic formats to sign-in and sign-out, encode/ decode city, airline and aircraft names

HTTS 2 Sabre Fares and Availability

HTTS 2.1 Content Standard: Students understand and interpret a basic airfare display, corresponding fare rules, and basic flight availability display.

Performance Expectations

HTTS 2.1.1 Develop ability to access specific air fares and corresponding fare rules

HTTS 2.1.2 Interpret coded information

HTTS 2.1.3 Locate the least expensive fare for a client's itinerary

HTTS 2.1.4 Access flight availability and interpret coded information

HTTS 2.1.5 Select the most convenient schedules based on the client's needs

HTTS 3 Sabre Selling and Pricing

HTTS 3.1 Content Standard: Students understand the process for selling airline flights from availability display and creating and pricing itinerary fields of a PNR.

Performance Expectations

HTTS 3.1.1 Demonstrate procedure for selling a flight using an availability display

HTTS 3.1.2 Demonstrate procedure to modify an itinerary

HTTS 3.1.3 Demonstrate procedure to price an itinerary

HTTS 4 Sabre Mandatory PNR Fields and Optional PNR Fields

HTTS 4.1 Content Standard: Students explain each of the five mandatory fields required to end a reservation transaction, and be able to complete a Passenger Name Record (PNR) using all mandatory fields.

Performance Expectations

HTTS 4.1.1 Illustrate each mandatory field and demonstrate ability to use correctly

HTTS 4.1.2 Modify each field of a PNR

HTTS 4.1.3 Explain the difference between a mandatory field and an optional field

HTTS 4.1.4 Demonstrate ending a transaction (save), ignoring a PNR, and retrieving a PNR from storage

HTTS 5 Sabre Rental Car Reservations

HTTS 5.1 Content Standard: Students understand procedures for accessing information and making reservations for rental cars in Sabre.

Performance Expectations

HTTS 5.1.1 Define car types and corresponding codes for Sabre

HTTS 5.1.2 Explain rate plans

HTTS 5.1.3 Discuss uses for a Shopper's Quote and how to access/sell from a Shopper's Quote

HTTS 6 Sabre Hotel Reservations

HTTS 6.1 Content Standard: Students understand procedures for accessing information and making reservations for Hotels in Sabre.

Performance Expectations

HTTS 6.1.1 Define hotel codes for Sabre, including rate codes and room type codes

HTTS 6.1.2 Describe how to check hotel availability and book a hotel from an availability display

HTTS 6.1.3 Learn how to locate a hotel description, interpret information, and understand rate descriptions

HTTS 7 Sabre Fox

HTTS 7.1 Content Standard: Students understand automated help system, queues, and STARS in Sabre.

Performance Expectations

HTTS 7.1.1 Learn how to issue tickets, itineraries, and invoices

HTTS 7.1.2 Understand Queues and Stars and how to display

HTTS 7.1.3 Understand the Automated Reference System "FOX" in Sabre